



# 2022 SOCIAL IMPACT REPORT

Certified



Corporation

# LETTER OF INTRODUCTION

Hi there — my name is Jake Seaton. I'm from Manhattan, Kansas, fondly known as "The Little Apple." The local newspaper there is called The Manhattan Mercury, and it has been owned and operated by my family for the past five generations.

In my family, being in the newspaper business is about more than selling advertisements. It is about asking hard questions, telling great stories, and participating in a process that is fundamental to American Democracy. It is about using business as a force for good.

With that in mind, I started E-Notice in 2019 to make public information systems more valuable, beginning with public notice. Shortly after, we kicked off our public benefit journey by reincorporating E-Notice, Inc. to Column Software PBC, a public benefit corporation (PBC).

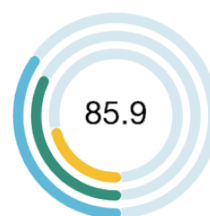
A PBC is a type of corporate entity whose charter purpose includes one or more specific "public benefits," in addition to the traditional for-profit goal of maximizing shareholder value. PBC status holds the company legally accountable to its mission and offers a guiding framework through which the company can navigate critical business decisions.

In 2021, we decided to go a step further in our commitments by undergoing B Lab's rigorous B Corp certification process. Only a subset of public benefit corporations choose to undergo this official certification process, which requires companies to complete extensive questionnaires and submit documentation that looks into all aspects of the business to achieve a qualifying score to become a B-Corp.

In 2022, Column obtained a B Impact Assessment Qualifying Score of 85.9. This score — 35.0 points higher than the median score for ordinary businesses — distinguishes Column from other companies by verifying that we meet the highest standards of performance, accountability and transparency on everything from employee benefits and charitable giving to supply chain practices and input materials. It also means we are officially a "Certified B Corporation."

## Overall B Impact Score

Based on the B Impact assessment, Column Software, PBC earned an overall score of 85.9. The median score for ordinary businesses who complete the assessment is currently 50.9.



- 85.9 Overall B Impact Score
- 80 Qualifies for B Corp Certification
- 50.9 Median Score for Ordinary Businesses

More importantly, our B Impact Score gave us a solid benchmark of not only what we're doing well, but also what we can improve moving forward and how we can better serve all our stakeholders. We published our initial findings [here](#). Read on to learn more about what we're planning next.



*Jake Seaton*  
**JAKE SEATON**  
Column, CEO

# SOCIAL IMPACT OVERVIEW

At Column, we improve access to and usability of information by tackling overlooked and under-resourced problems. That's our social impact mission.

Column's social impact plan serves five stakeholder groups: employees, customers, communities, suppliers, and investors. We have aligned our social impact work to three focus areas from the United Nations Sustainable Development goals that are most related to our mission and the stakeholder groups we serve:



## QUALITY EDUCATION

Ensure inclusive and equitable quality education and promote lifelong learning opportunities for all.



## PROMOTE JUST, PEACEFUL, AND INCLUSIVE SOCIETIES

Promote just, peaceful, and inclusive societies: Promote peaceful and inclusive societies for sustainable development, provide access to justice for all, and build effective, accountable and inclusive institutions at all levels.



## INDUSTRIES, INNOVATION, AND INFRASTRUCTURE

Build resilient infrastructure, promote inclusive and sustainable industrialization, and foster innovation.







# COMMUNITY IMPACT

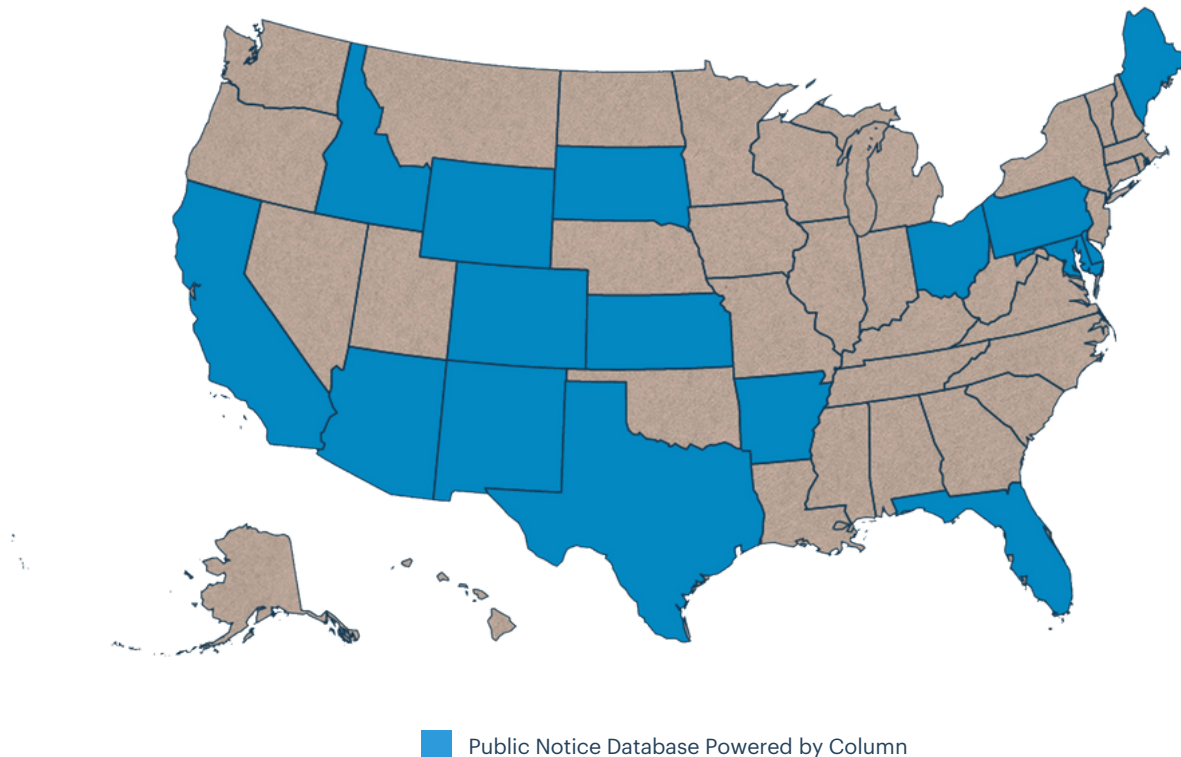
## Informing Communities through Public Notice

In 2022, our public notice platform served 498 local newspaper publishers across 36 states. Through our relationships with publishers, we helped facilitate the publication of 83,475 public notices. Each of these notices contains information that may mobilize constituents and citizens to take action and affect change in their local communities.

To ensure that the public notice product we're building continues to best serve the interests of our stakeholders, we convene regional Advisory Boards. These boards include representatives from media companies of all shapes and sizes as well as their counterparts in the government and legal sectors that are key stakeholders in the public notice process.

## Partner Program for Press Associations

Beyond local newspapers, we support organizations advocating for the protection of public notice, like state press associations, through our free Partner Program. We provide the technological muscle to power initiatives like the hosting and design of 16 (and counting!) statewide public notice databases.



## Corporate Volunteering

We are a globally distributed company with team members on five continents. We encourage all of our team members to use Volunteer Time-Off (VTO) to engage and make a positive impact through volunteering in their local communities. Our FY2023 corporate volunteering target is 500 hours volunteered by Columnists in local communities where they live or we do business.

This is approximately eight hours per person with projected headcount. We will support team members in achieving this goal by hosting at least one company-wide volunteer opportunity per quarter. We kicked off 2023 by hosting a volunteer event with a Read to Me event that promotes child literacy at the UMOM Day Center that's working to end homelessness in Phoenix, Arizona.

## Supplier Diversity

In 2023, we plan to initiate a process that asks suppliers to provide information about their ownership (e.g., minority-owned) and ethical practices (e.g., fair pay for subcontractors). Active vendors will be asked to provide updated information on an annual basis.



# DIVERSITY, EQUITY, AND INCLUSION



## Employee Resource Groups

In a recent team member survey, 15% of Columnists indicated that they would be interested in starting or leading an employee resource group (ERG). The most asked for groups were affinity based (e.g., people of color, LGBTQ, women at Column) and location-based (e.g., New York).

Over time, we plan to rollout a phased process to establish employee resources groups (ERG) to foster inclusivity, intentionally build community, and drive business results. In the initial phase, any Columnist interested in starting an ERG can create a Slack channel with the naming convention #erg-[groupname] and invite Columnists to join via #all-general.

We currently have Slack communities for Asian American and Pacific Islander (AAPI), interfaith, and LGBT communities. We use separate — lighter weight — standards for location-based groups (e.g., #loc-nyc) that facilitate in-person meetups.

# Diversity Representation

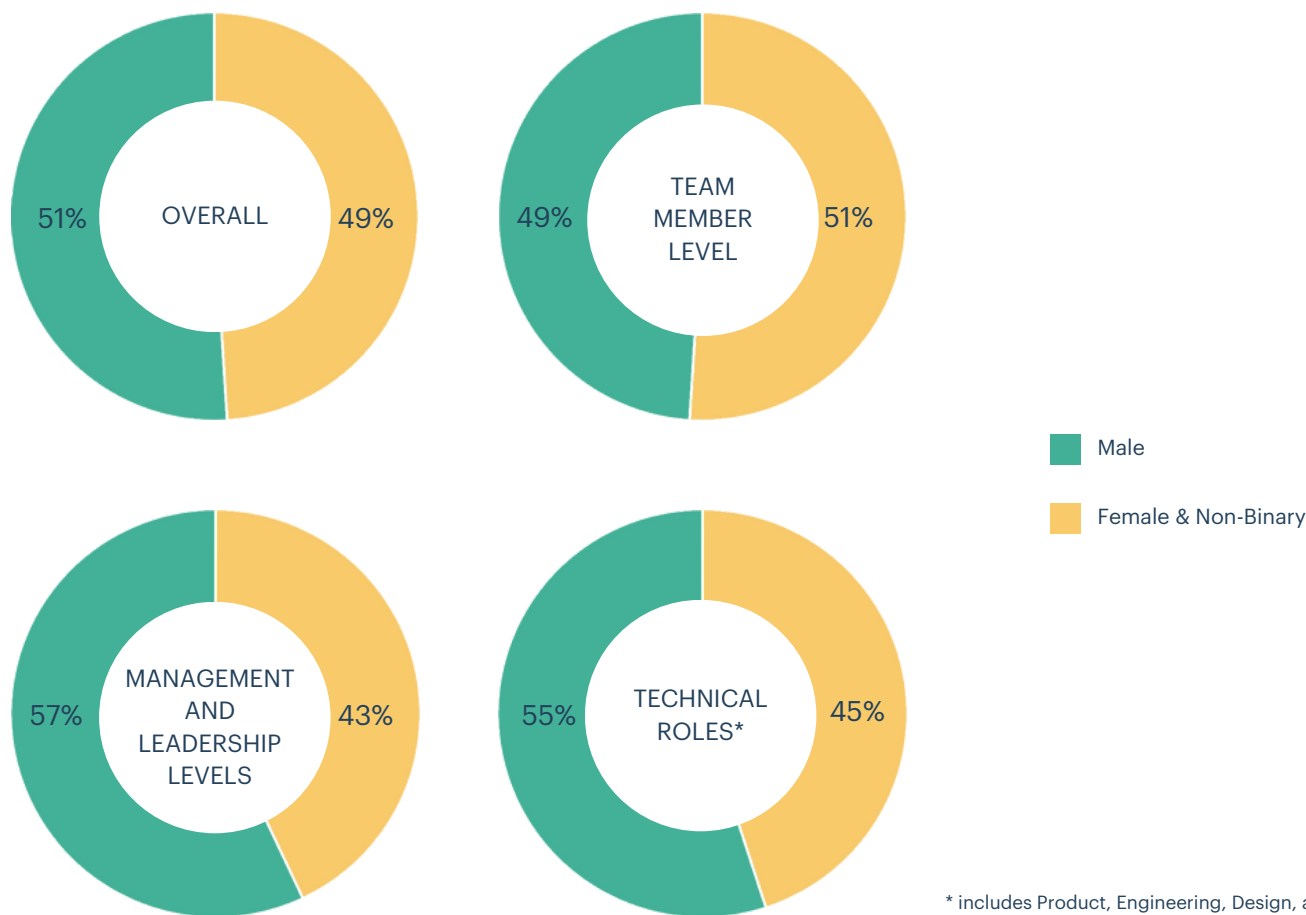
We want to cultivate a diverse community of interesting and interested people from around the globe. We believe that potential is evenly distributed, but that opportunity is not. To that end, we strive to make career opportunities at Column accessible to and equitable for people from underrepresented and disadvantaged backgrounds.

Today, we are a global, remote-only technology company with folks on five different continents, many of whom live in countries, states or rural regions that have historically not had access to jobs in the technology sector.

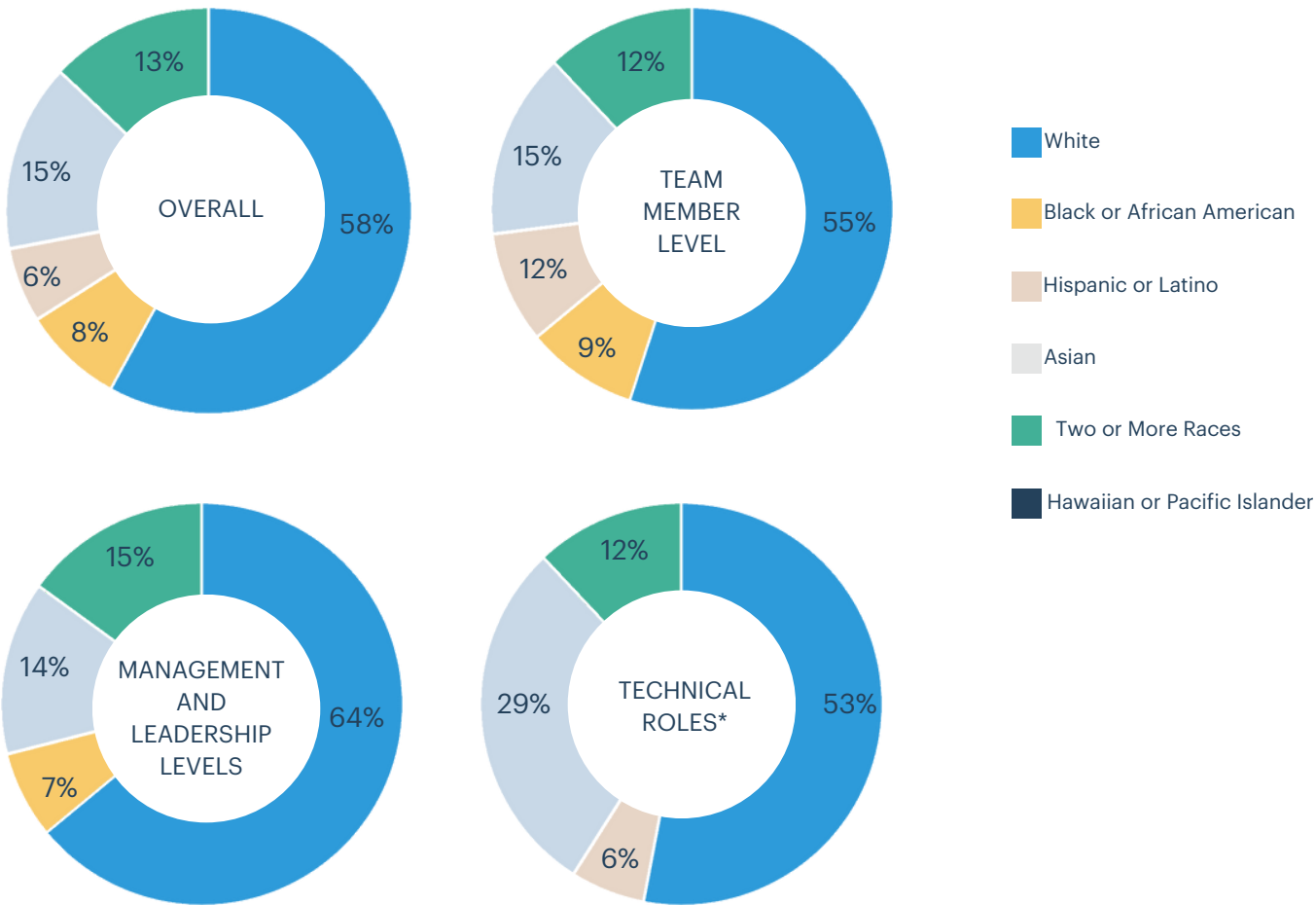
49% of Columnists identify as women or non-binary and greater than 40% identify as racial or ethnic minorities. Our three-person board of directors is made up entirely of individuals from underrepresented backgrounds.

We believe in promoting diversity, equity, and inclusion at all levels of our organization. To that end, we have collected the following information about diversity representation and want to share it:

## Gender

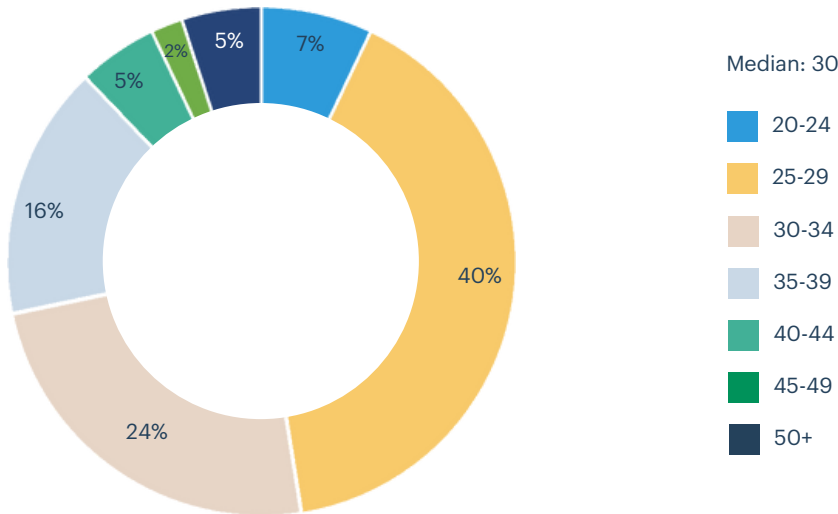


# Race/Ethnicity



\* includes Product, Engineering, Design, and Data Analytics  
 Reported for US-based team members. Does not include team members outside of the US.

# Age



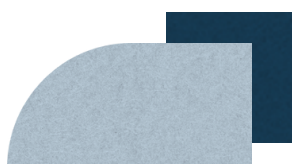
Data is representative of Column’s global workforce as of December 31, 2022, unless otherwise indicated.



## Principles in Practice

Since we reincorporated as a public benefit company, we have made many changes to more closely align our practices and policies with our principles of advancing diversity, equity, and inclusion as well as responsible environmental and social governance. For example:

- We modified our bereavement leave policy to include time off for pregnancy loss.
- We enhanced our parental leave policy, which covers 100% of base salary regardless of gender or tenure for birth, fostering, or placement of a child, from 12 weeks to 16 weeks. We also modified it so that leave can be used within 1-year of the birth or placement event, allowing more parents to take advantage of intermittent leave to phase back into work.
- We changed our stock option agreement so that contractors can receive stock options in addition to full and part-time team members. We also rolled out promotion and refresh grants so that the team members who contribute most to building Column benefit from our success.
- We rolled out a 401(k) with an employer match and socially-responsible investment options.
- We created a health and wellness stipend — Column Adventures — that Columnists can use for whatever makes them feel healthy and whole. Team members have used this stipend for career coaching, supplemental mental health care, student loan repayment, and more.
- We expanded our Unlimited Paid Time-Off (PTO) program to include Volunteer Time-Off and set a new 15-day suggested minimum to encourage team members to take the time they need to refresh.
- We established a fund for team member remote office setup and provide a list of suggested vendors — 100% of whom are a B-Corp or hold certifications related to their responsible environmental impact (e.g., LEED).
- We expanded our primary and supplemental health care coverage in multiple countries around the world. We also switched from a POS to a PPO reference plan in the United States to provide stronger coverage closer to team members' homes in states and cities that were previously out-of-network. This makes quality care more affordable for more team members.







We build technology to make public information systems more valuable.

Column Software, PBC  
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